

### Abstract of the Disclosure

A rewarding method corresponding to an object selection on a web page, comprising the steps of: (a) designating a predetermined object to each of a plurality of web pages having respective URLs; (b) causing a server to detect that a user of a user terminal unit has selected the object on one of the plurality of web pages having respective URLs; (c) recording an event log correlating an identifier of the user, an identifier of the selected object, and an event that the object has been selected, when the server detects that the user of the user terminal unit has selected the object; (d) determining whether or not the number of objects recorded in the event log exceeds a first predetermined value; and (e) performing a rewarding process to reward the user when the determined result at the step (d) is Yes.